

## **Discounters in Turkey**

Market Direction | 2024-03-04 | 35 pages | Euromonitor

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### **Report description:**

In 2023, discounters emerged as the largest and most dynamic format in the grocery retail sector in Turkey, passing out supermarkets in terms of value sales for the first time. The key factor driving this dynamism was the further openings of new outlets. Also, unlike supermarkets and hypermarkets, discounters are strategically located in neighbourhoods, making them easily accessible. This positioning enables them to compete with small local grocers (bakkals). However, thanks to their larger sell...

Euromonitor International's Discounters in Turkey report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Discounters market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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